

The background of the entire page is a stylized American flag. It features a blue field with white stars in the upper left corner, and horizontal stripes in various shades of blue and white that flow across the rest of the page.

The 2012 Economic Census Tool Kit

# RESPONSE MAKES A DIFFERENCE

United States<sup>™</sup>  
**Census**  
Bureau

[business.census.gov](http://business.census.gov)

# Introduction

With the **2012 Economic Census** quickly approaching, we must take every opportunity to increase awareness, and communicate the importance of quick response. This tool kit has been developed to provide information as well as specific materials to support that effort.

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## Messaging

You'll have many opportunities to speak with respondents and intermediaries about the upcoming Economic Census. Talking points are provided here to help you clearly articulate the most important messages, as well as develop content for e-mail's and letters.

### TALKING POINTS

- The Economic Census is the official 5-year measure of American business. Collected for years ending in “2” and “7”, Economic Census results serve as the foundation for the gross domestic product (GDP) and other indicators of economic performance. The statistics are also used by trade associations, economic development agencies, and many individual businesses.
- More than 4 million businesses will receive 2012 Economic Census forms, most in December 2012.
- Forms will be due February 12, 2013.
- Companies receive forms tailored to their industry and size.
- Forms ask basic operating data for each location — employees, payroll, value of goods or services produced in 2012.
- Businesses can complete the paper forms provided or can report via the Internet using user names and passwords provided with the forms.
- To reduce the burden on the business community, forms are not sent to businesses without paid employees, nor to most very small employers. Forms for each establishment of multi-location companies are sent to company headquarters.
- Compliance is required by law; responses are confidential (Title 13, U.S. Code).
- Timely and accurate response means better information for industries and communities.
- At [business.census.gov](http://business.census.gov) you can find sample forms, graphics about your industry or area from the last Economic Census, videos, and information on how businesses and communities use the statistics.

## Messaging

Below we've provided sample content for correspondence. The **bold** type indicates opportunities to personalize the information for your recipient. The [blue](#) type indicates links to the website and web mail.

### SAMPLE E-MAIL AND LETTER CONTENT

To: Suitland Chamber of Commerce

In November and December, more than 4 million American businesses, **including 8,400 businesses in Prince George's County**, will receive 2012 Economic Census forms. Responses to the questionnaire are required by law (Title 13, U.S. Code) to be returned by February 12, 2013.

Every 5 years, the Economic Census develops a comprehensive portrait of American business, from the national to the local level. Timely and accurate data are vital to effective public policy and important to your chamber and your members.

We have created a special page at [business.census.gov](http://business.census.gov) to tell your members about the Economic Census, and provide statistics they can use to assess and grow their business operations.

How can the **Suitland Chamber of Commerce** help? For suggestions on how you can help us get the word to your members — in your publications, your e-mails, on your website, and even in your presentations — visit [business.census.gov/associations](http://business.census.gov/associations). The page presents ideas and resources for your communications in each month from now through February 2013.

If you need more information about the 2012 Economic Census, please contact the Economic Census outreach staff at 1-877-790-1876, or e-mail us at [econ.2012@census.gov](mailto:econ.2012@census.gov).

Thank you for taking part in the official 5-year measure of American business.

# Resources

The most complete resource for information about the 2012 Economic Census can be found at [business.census.gov](http://business.census.gov). This robust website includes virtually all the items in this toolkit, as well as videos and links to valuable census data.

## GUIDE TO BUSINESS.CENSUS.GOV

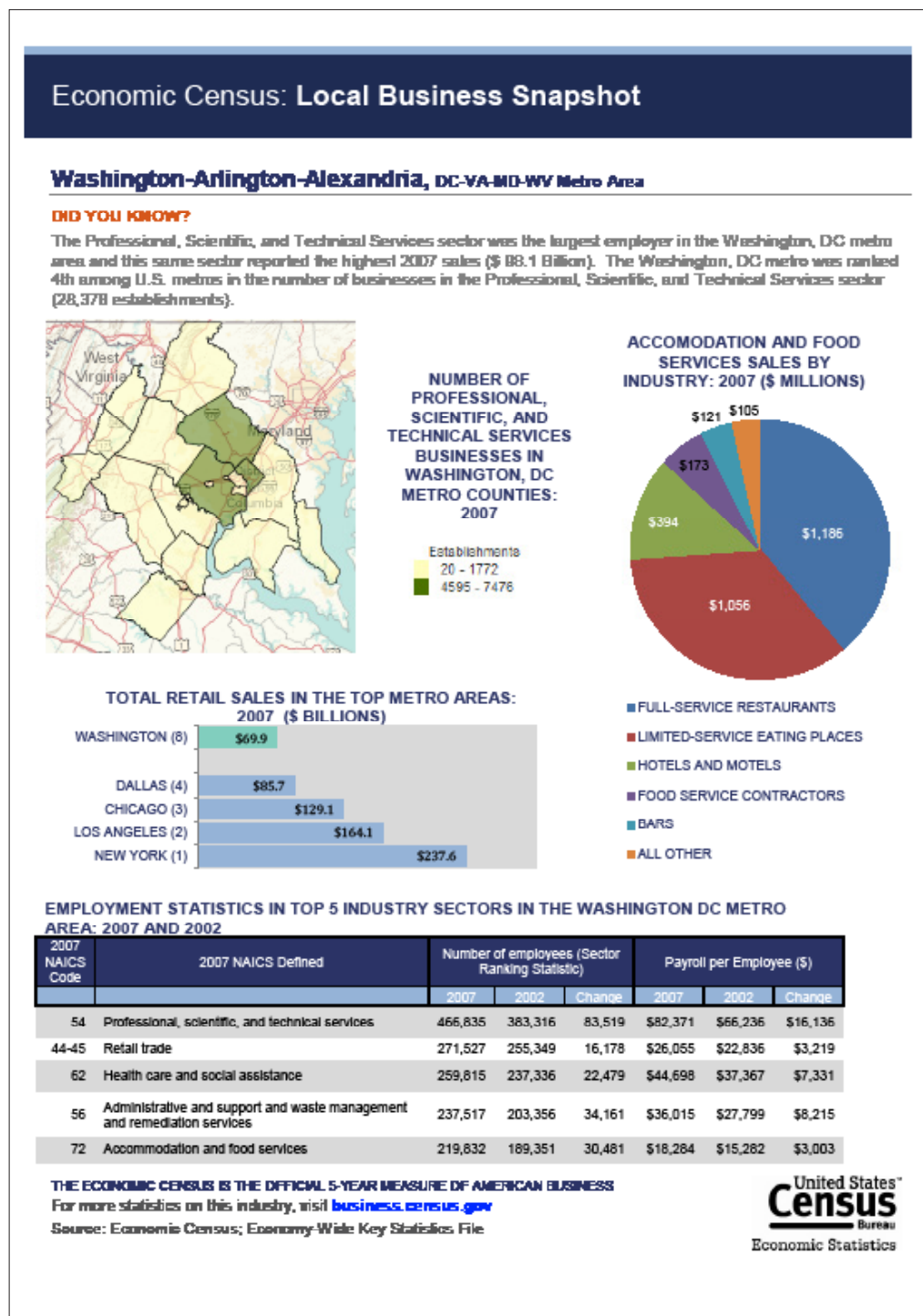
The screenshot shows the homepage of [business.census.gov](http://business.census.gov). Red arrows point from callout boxes to specific website features:

- Information about the Economic Census and why it's important to respond**: Points to the 'About' tab and the 'What is the Economic Census?' section.
- Examples of how people use information from Census to grow their businesses**: Points to the 'Video Testimonials' section.
- Sample articles and story ideas for media and associations**: Points to the 'Media/Associations' tab and the 'Key Dates' section.
- Provides downloadable materials for outreach and promotion**: Points to the 'Promotional Tools' section.
- Snapshots of industries, states, and metropolitan areas**: Points to the 'Industry and Local Business Snapshots' section.
- A list of the most important dates for the Economic Census**: Points to the 'Key Dates' section.

**Website Content Details:**

- Header**: U.S. Department of Commerce, United States Census Bureau. Navigation: People | Business | Geography | Data | Research | Newsroom. Search bar.
- Breadcrumbs**: You are here: [business.census.gov](http://business.census.gov) > Economic Census
- Navigation Tabs**: Main | About | Using Economic Statistics | **Snapshots Center** | Info for Businesses | Media/Associations | Videos | Contact Us
- Main Content Area**:
  - Left Sidebar**:
    - New for 2012: Preview Forms, FAQs, Información en español
    - What Businesses Need to Know** (GET INFO >)
    - Let's Get the Word Out** (PROMOTIONAL TOOLS >)
    - The Census Bureau Measures America** (LEARN MORE >)
    - GET EMAIL UPDATES
    - United States Census Bureau Economic Statistics logo
  - Center**:
    - Headline: The data you provide improves our statistics. The information we provide benefits your business. (Learn More >)
    - Links: What is the Economic Census?, Why is it important to respond?, How can I use Census Bureau economic statistics?
    - Industry and Local Business Snapshots**: Bar chart showing 2002 (\$147) and 2007 (\$176) data. (See economic statistics >)
    - Video Testimonials**: Video player with text 'YOUR RESPONSE MAKES A DIFFERENCE FOR BUSINESS PLANNING'. (Watch videos >)
  - Right Sidebar**:
    - Key Dates**: Oct - Dec 2012 (Forms mailed out), February 12, 2013 (2012 forms due), December 2013 (First statistics available). (Full Schedule >)
    - YOUR RESPONSE MAKES A DIFFERENCE FOR YOUR COMMUNITY**: Photo collage of diverse people. 2012 Economic Census logo.
- Footer**: Measuring America — People, Places, and Our Economy

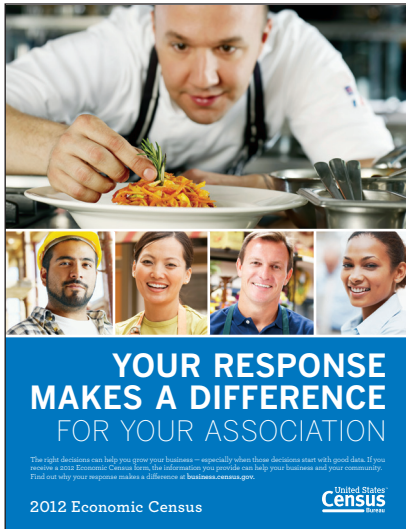
## SAMPLE SNAPSHOT



## Promotional Materials

Print advertisements have been developed for placement opportunities in association newsletters, industry publications, and other local and regional media.

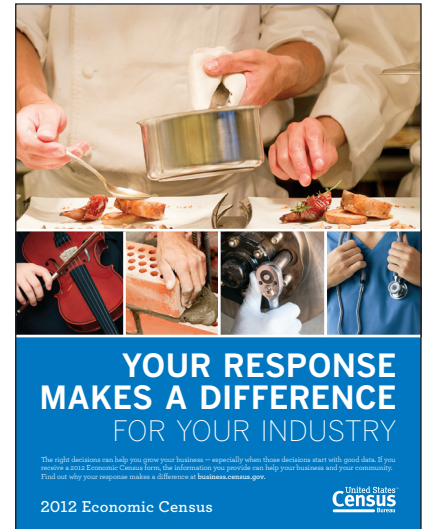
### PRINT ADS (full page & quarter page)



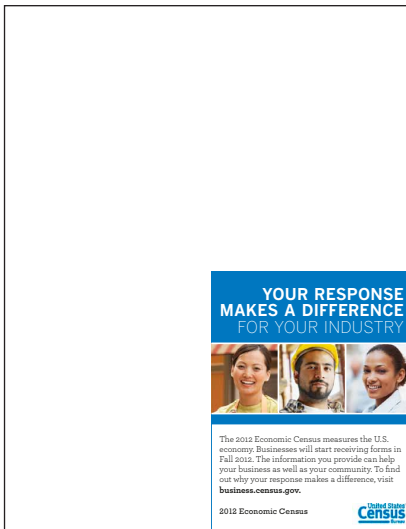
FULL-PAGE



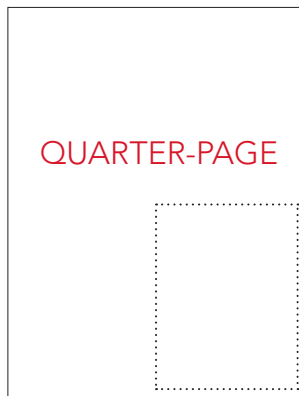
FULL-PAGE



FULL-PAGE



QUARTER-PAGE



To order files for any of the ads shown here, or for black & white versions, please call the number below, or e-mail us at [econ.2012@census.gov](mailto:econ.2012@census.gov).



# YOUR RESPONSE MAKES A DIFFERENCE FOR LOCAL BUSINESSES

The right decisions can help you grow your business — especially when those decisions start with good data. If you receive a 2012 Economic Census form, the information you provide can help your business and your community. Find out why your response makes a difference at [business.census.gov](http://business.census.gov).

2012 Economic Census

United States<sup>™</sup>  
**Census**  
Bureau

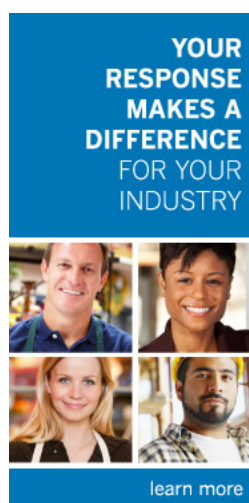
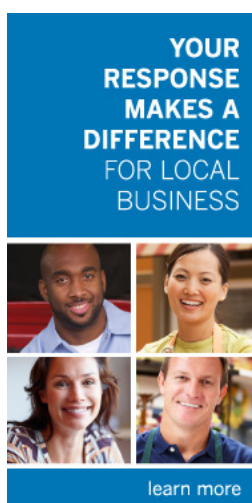
## Promotional Materials

Banner advertisements have been developed for online opportunities in association e-newsletters, industry websites, and other local and regional media.

### BANNER ADS



### LEADERBOARD



300 X 600

### BUG

These ads are all available as downloads from [business.census.gov](http://business.census.gov). The information there includes coding to link directly back to our website. If you have questions, please call the number below, or e-mail us at [econ.2012@census.gov](mailto:econ.2012@census.gov).

## Promotional Materials

An additional item that has been developed for promotional use to enhance your message is a template for an HTML e-mail. The design of this piece is consistent with the advertising and promotional materials, continuing the campaign theme.

### HTML E-MAIL TEMPLATE

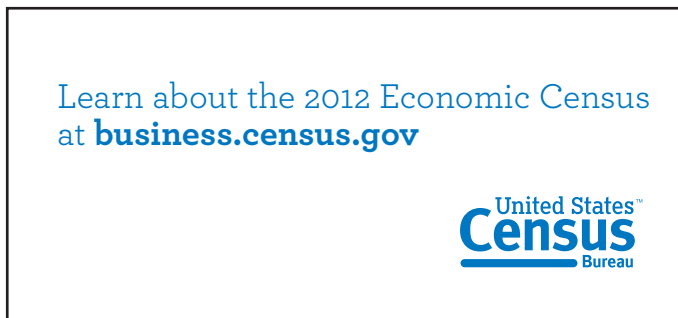


This template is available by contacting the number below, or e-mail us at [econ.2012@census.gov](mailto:econ.2012@census.gov).

## Promotional Materials

Two of the most effective items available to you are the promotional card and sticker. Both have been used at trade shows and conferences with great success. Several of each are provided in this tool kit.

### PROMOTIONAL CARD (business card-size) & STICKER



FRONT



BACK



Your complete tool kit includes 10 cards and stickers. To order more of either, please call the number below, or e-mail us at [econ.2012@census.gov](mailto:econ.2012@census.gov).

## Meeting Materials

A PowerPoint deck has been developed for use in presentations to groups. It covers the most essential talking points and provides an overview of [business.census.gov](https://business.census.gov).

### SAMPLE POWERPOINT DECK

The 2012 Economic Census is coming soon

**RESPONSE MAKES  
A DIFFERENCE**

Overview Presentation



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

